

What is claimed is:

1. A composition suitable for atomizing without excessive aerosolization in the form of an oil-in-water emulsion comprising:
  - a) a continuous aqueous phase, and
  - b) a discontinuous oil phasewherein the rheology of the aqueous phase is modified by the addition of a water-in-oil emulsion comprising:
  - i) a high molecular weight polymer in a discontinuous aqueous phase, and
  - ii) a continuous organic solvent phase.
2. A composition according to Claim 1 wherein the continuous aqueous phase of the oil-in-water emulsion comprises less than about 45% by weight of the composition.
3. A composition according to Claim 1 wherein the high molecular weight polymer comprises from about 0.0005% to about 0.5% by weight of the composition.
4. A composition for softening an absorbent paper tissue comprising:
  - a) a quaternary ammonium softening active ingredient;
  - b) an electrolyte;
  - c) a vehicle in which said softening active ingredient is dispersed;wherein the rheology of the composition is modified by the addition of a water-in-oil emulsion comprising:
  - i) from about 20% to about 40% by weight of the premix of a high molecular weight polymer;
  - ii) from about 40% to about 60% of water; and
  - iii) from about 20% to about 40% of an organic solvent.
5. A composition according to Claim 4 wherein the polymer is a cationic polymer
6. A composition for softening an absorbent paper tissue comprising:
  - a) from about 10% to about 60% by weight of the composition of a quaternary ammonium softening active ingredient;
  - b) an electrolyte;
  - c) from about 0.0005% to about 0.5% of a high molecular weight polymer; and
  - d) a vehicle in which said softening active ingredient is dispersed.

7. The composition of Claim 6 wherein said softening active ingredient is selected from the group consisting of quaternary compounds; mono-, di-, and tri-ester quaternary ammonium compounds, and mixtures thereof.

8. The composition of Claim 7 wherein said softening active ingredient is a mono-, di-, or tri-ester quaternary ammonium compound having the formula:



wherein Y is -O-(O)C-, or -C(O)-O-, or -NH-C(O)-, or -C(O)-NH-;

m is 1 to 3; n is 0 to 4; each R<sub>1</sub> is a C<sub>1</sub>-C<sub>6</sub> alkyl or alkenyl group, hydroxyalkyl group, hydrocarbyl or substituted hydrocarbyl group, alkoxylated group, benzyl group, or mixtures thereof;

each R<sub>3</sub> is a C<sub>13</sub>-C<sub>21</sub> alkyl or alkenyl group, hydroxyalkyl group, hydrocarbyl or substituted hydrocarbyl group, alkoxylated group, benzyl group, or mixtures thereof; and

X<sup>-</sup> is any softener-compatible anion.

9. The composition of Claim 8 wherein m is 3, n is 2, R<sub>1</sub> is methyl, R<sub>3</sub> is C<sub>15</sub>-C<sub>17</sub> alkyl or alkenyl, and Y is -O-(O)C-, or -C(O)-O-.

10. The composition of Claim 4 further comprising from about 2% to about 75% by weight of a plasticizer.

11. The composition of Claim 4 wherein the electrolyte comprises up to about 15% by weight of the composition.

12. The composition of Claim 4 further comprising from about 1% to about 20% by weight of the composition of a bilayer disrupter.

13. The composition of Claim 4 wherein the vehicle is water.

14. A composition for softening an absorbent tissue comprising:

- a) from about 25% to about 45% by weight of a quaternary ammonium softening active ingredient;
- b) from about 0.0005% to about 0.2% by weight of a high molecular weight polymer delivered to the composition in the form of a water-in-oil emulsion comprising the high molecular weight polymer, water and an organic solvent.
- c) from about 5% to about 50% by weight of a plasticizer;
- d) from about 0.1% to about 10% by weight of an electrolyte; and

- e) a vehicle consisting of water, in which said softening active ingredient is dispersed.

15. A soft tissue paper product, said soft tissue paper product comprising:

- a) one or more plies of a tissue paper; and
- b) a chemical softening composition deposited on at least one outer surface of said tissue, said chemical softening composition comprising:
  - i) a quaternary ammonium softening active ingredient;
  - ii) an electrolyte;
  - iii) a high molecular weight polymer emulsion comprising:
    - A) from about 20% to about 40% by weight of the premix of a high molecular weight polymer;
    - B) from about 40% to about 60% of water; and
    - C) from about 20% to about 40% of an organic solvent; and
  - iv) a vehicle in which said softening active ingredient is dispersed.

16. The tissue paper according to Claim 15 wherein the chemical softening composition is deposited onto the paper as a spray.

17. The tissue paper of Claim 15 wherein said chemical softening composition is deposited as uniform, discrete surface deposits, spaced apart at a frequency between about 5 areas per lineal inch and about 100 areas per lineal inch.

18. The tissue paper of Claim 15 wherein softening active ingredient is a quaternary ammonium compound having the formula:

$$(R_1)_4-m \cdot N^+ - [(CH_2)_n - Y - R_3]_m \cdot X^-$$

wherein Y is  $-O-(O)C-$ , or  $-C(O)-O-$ , or  $-NH-C(O)-$ , or  $-C(O)-NH-$ ;  
m is 1 to 3; n is 0 to 4; each  $R_1$  is a  $C_1-C_6$  alkyl or alkenyl group, hydroxyalkyl group, hydrocarbyl or substituted hydrocarbyl group, alkoxylated group, benzyl group, or mixtures thereof;  
each  $R_3$  is a  $C_{13}-C_{21}$  alkyl or alkenyl group, hydroxyalkyl group, hydrocarbyl or substituted hydrocarbyl group, alkoxylated group, benzyl group, or mixtures thereof; and  
 $X^-$  is any softener-compatible anion.

19. The tissue paper of Claim 18 wherein the softening composition comprises:

- a) a quaternary ammonium softening active ingredient;
- b) an electrolyte;
- c) from about 0.0005% to about 0.01% of a high molecular weight polymer; and

- d) a vehicle in which said softening active ingredient is dispersed.

20. The tissue paper of Claim 18 wherein the softening composition comprises:

- a) from about 25% to about 45% by weight of a quaternary ammonium softening active ingredient;
- b) from about 0.0005% to about 0.2% by weight of a high molecular weight polymer delivered to the composition in the form of an emulsion comprising the high molecular weight polymer, water and an organic solvent.
- c) from about 5% to about 50% by weight of a plasticizer;
- d) from about 0.1% to about 10% by weight of an electrolyte; and
- e) a vehicle consisting of water, in which said softening active ingredient is dispersed.